

FIG. 1

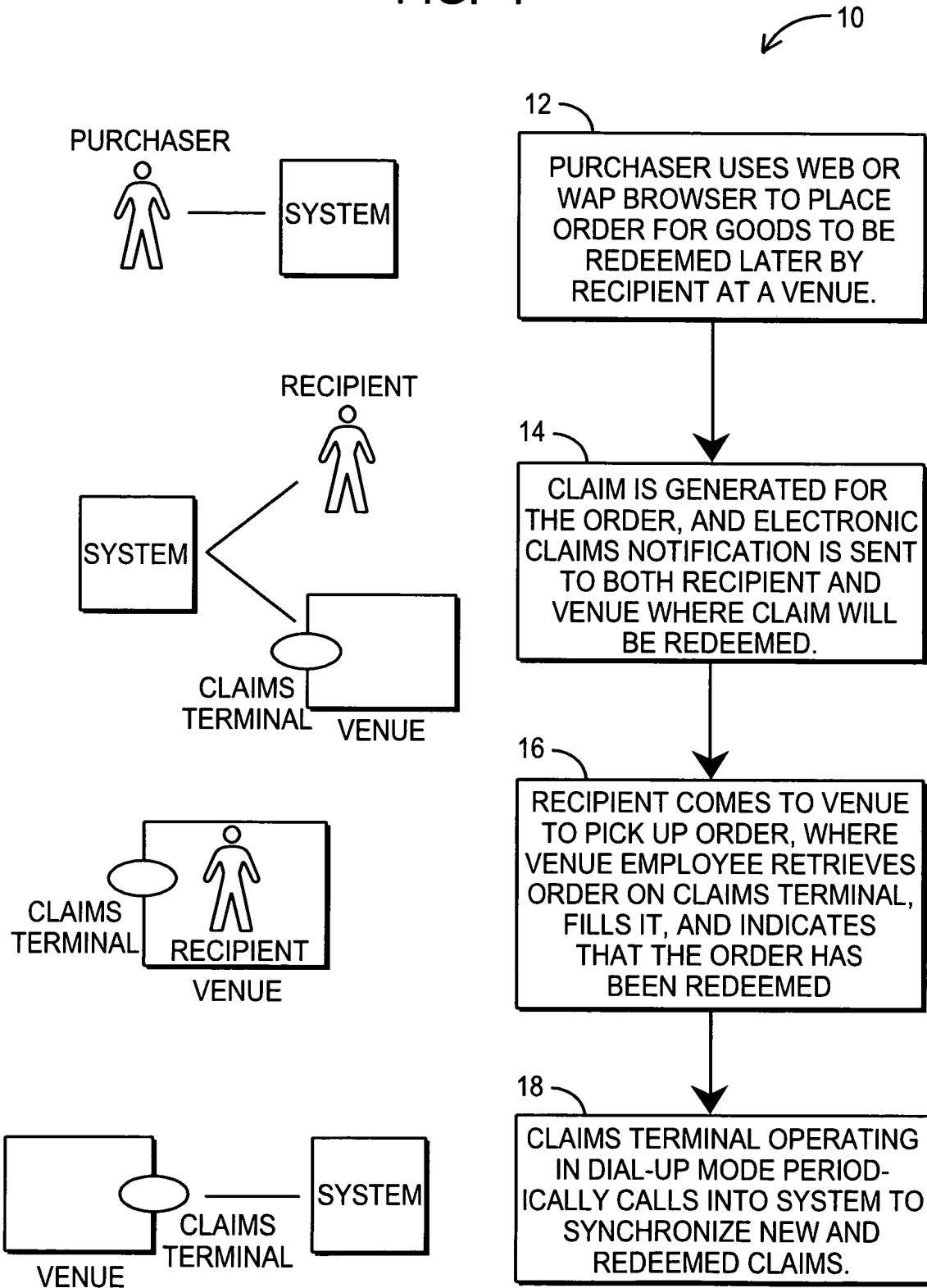


FIG. 1a

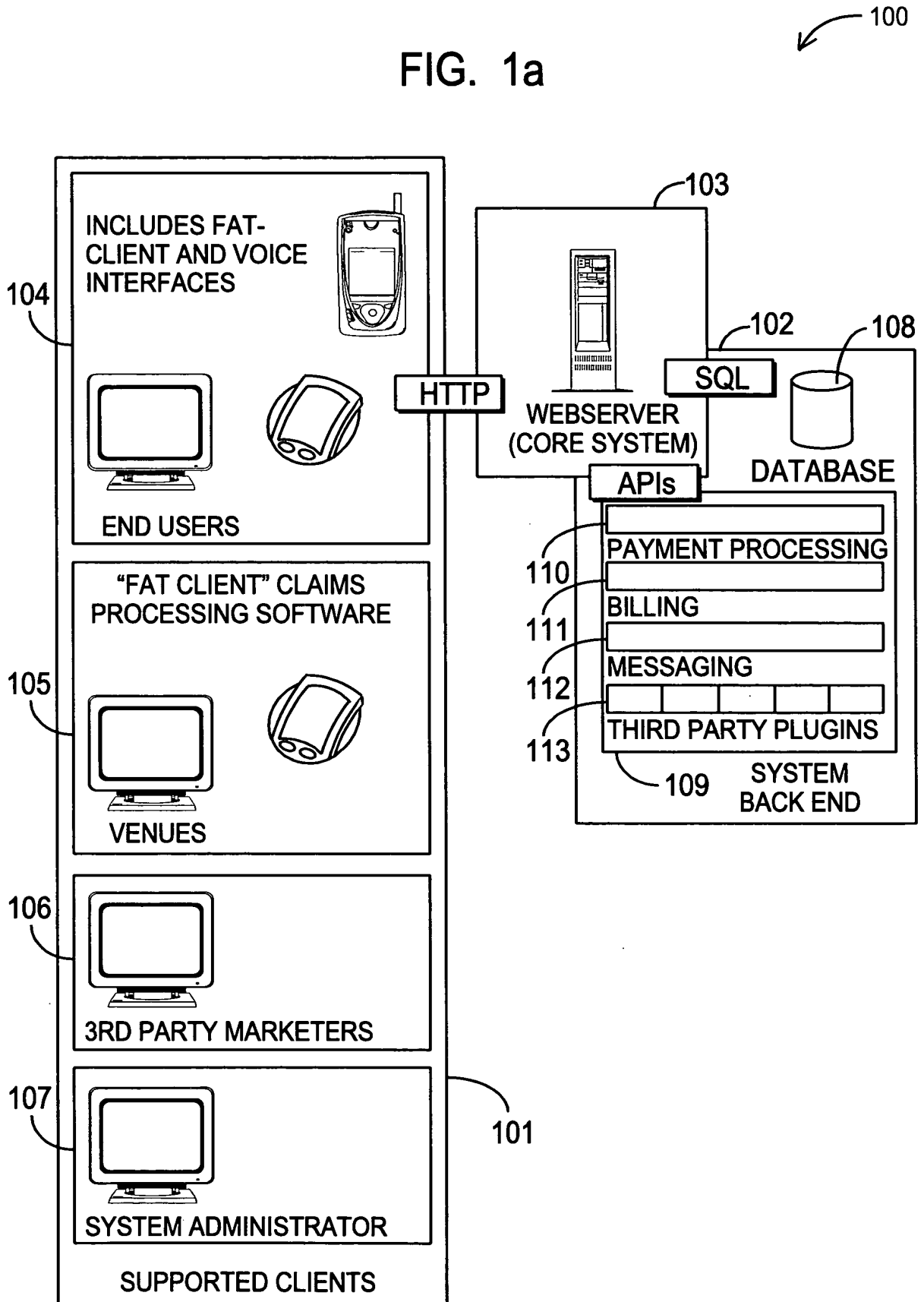


FIG.
1b

Basic System Overview						
Marketing (pre-login)						
1	Registration/Login	Tour	Registration	Venue Tour	Venue Registration	Contact Us
End-User						
2	Friends	Venues	Personal Acct. Settings	Purchases (Shopping Cart)		
Venue Interface						
3	Description	Menu Items	Account	Claims	Campaigns	
Member Interface						
4	Account	Campaigns	Statistics			
Third Party Marketeers						
5	Account	Campaigns				
Campaign Manager Admin						
6	Campaign Builder	View All Campaigns			Statistics Mining	
Accounting Admin						
7	Venues	Balances				
8	Content Admin - All texts and images			10 Partner Admin - Members, Marketers, Venues		
9	User Admin - Access all user accounts.			11 Master - Approval of all flagged items		

FIG. 2a

200

FIG. 2

FIG. 2a

FIG. 2b

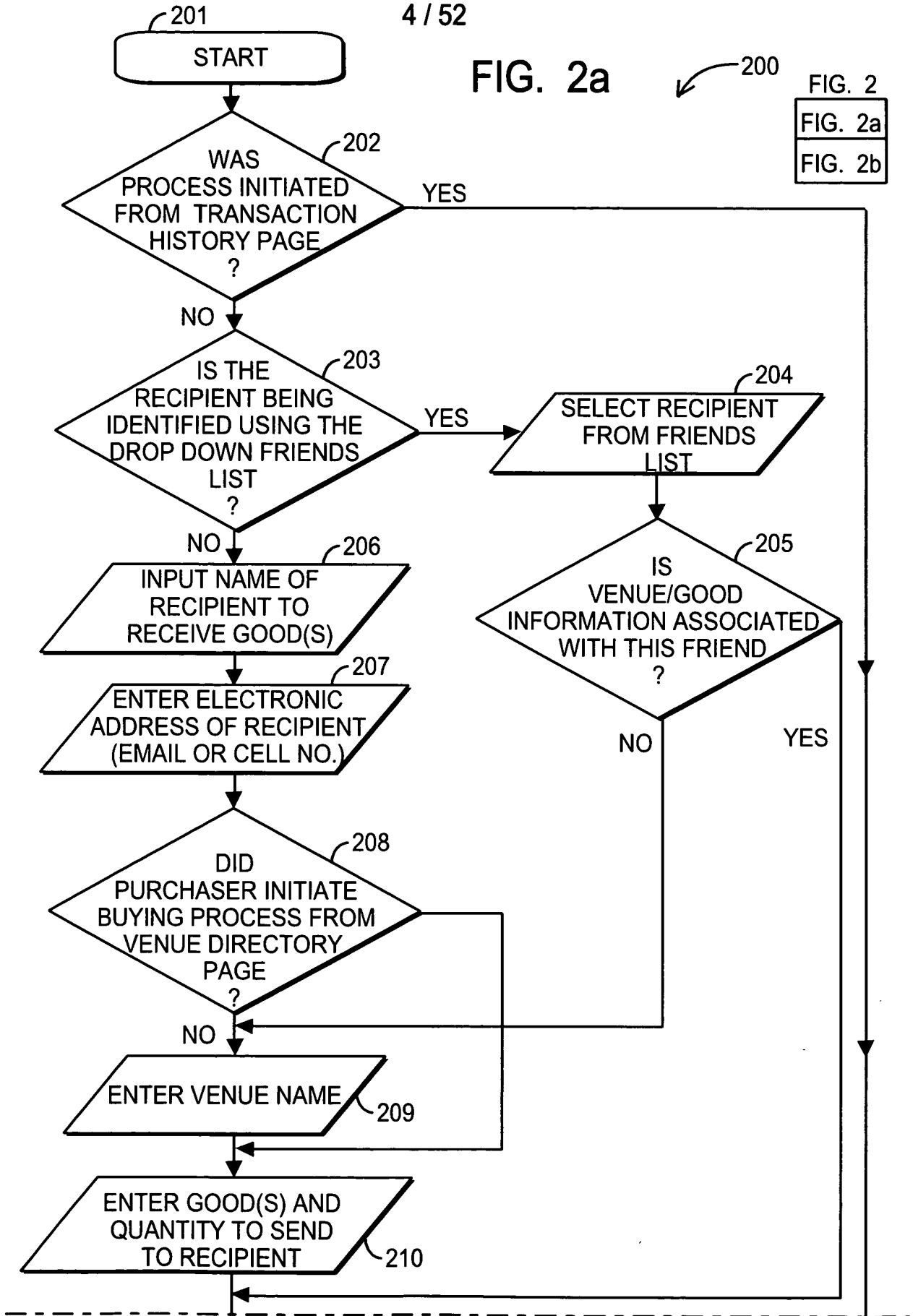


FIG. 2b

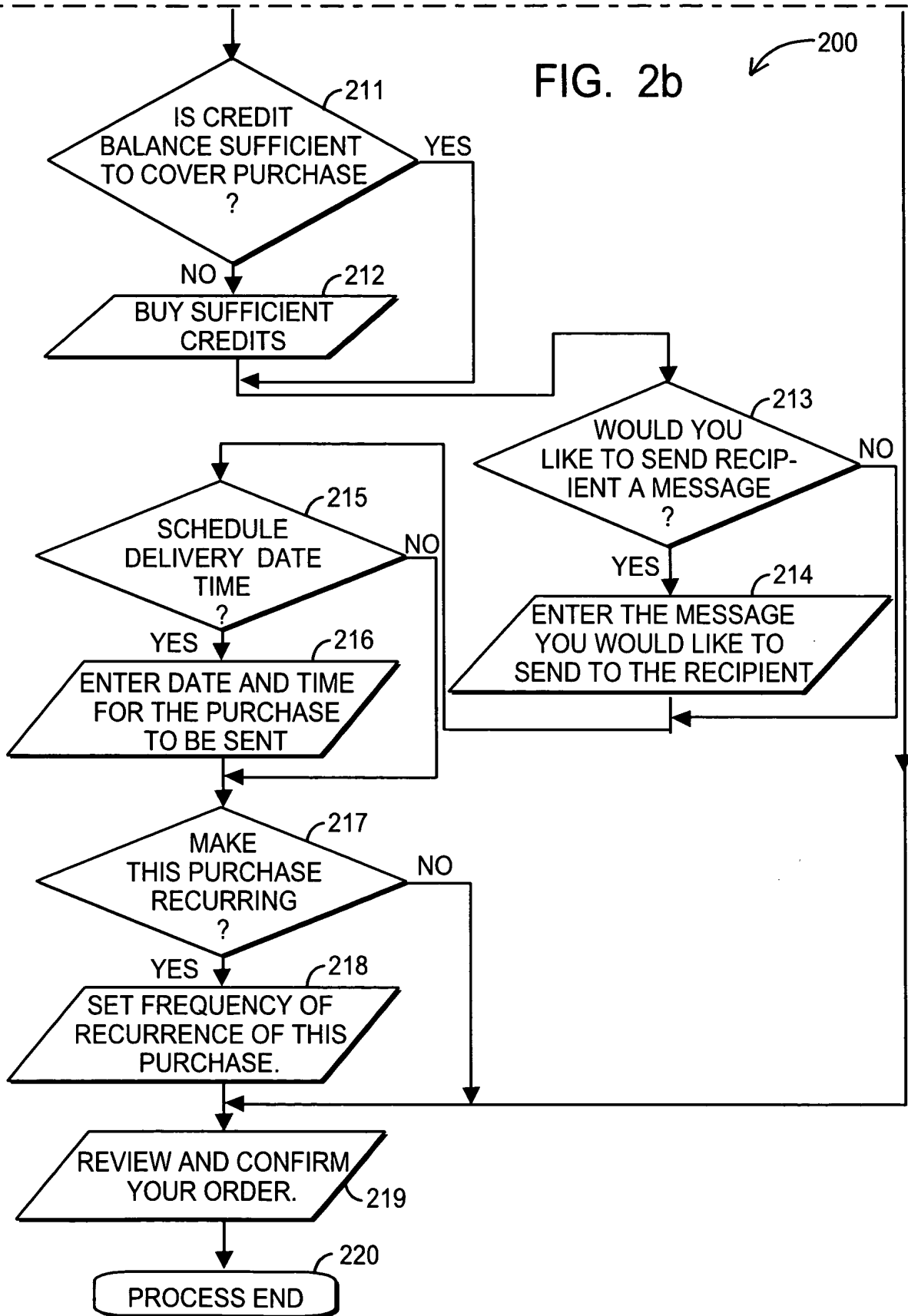


FIG. 3a

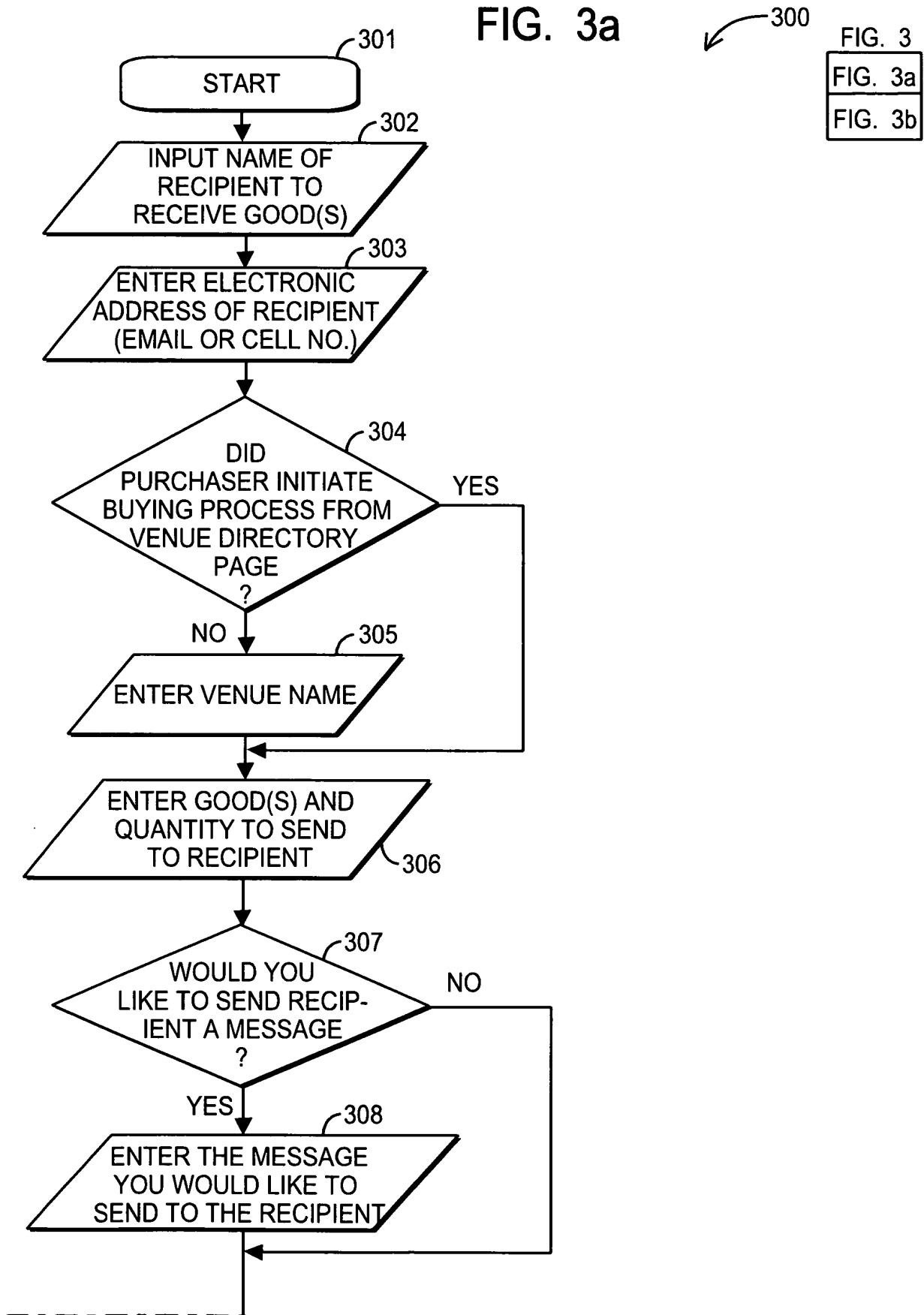


FIG. 3b

300

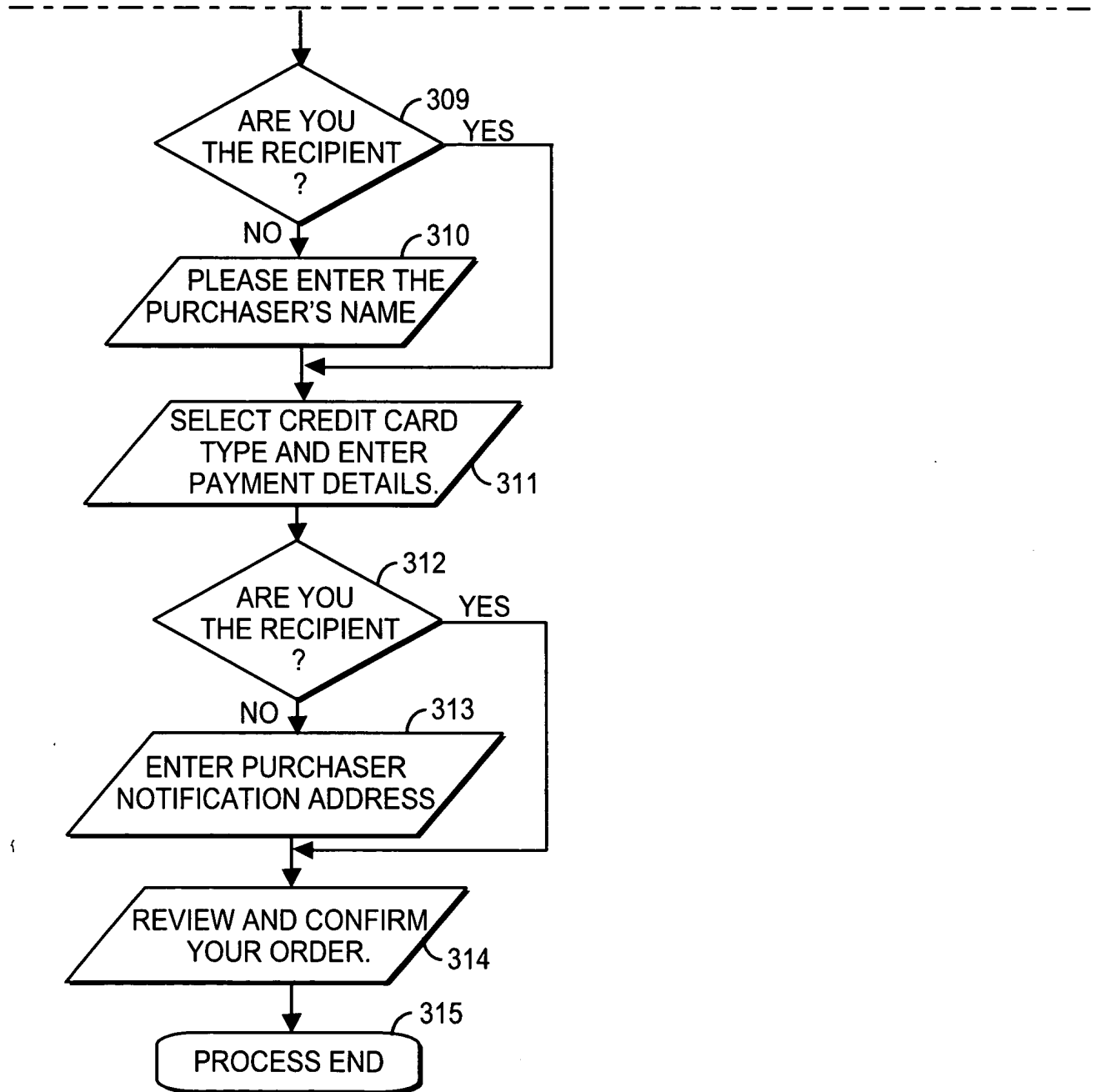


FIG. 4

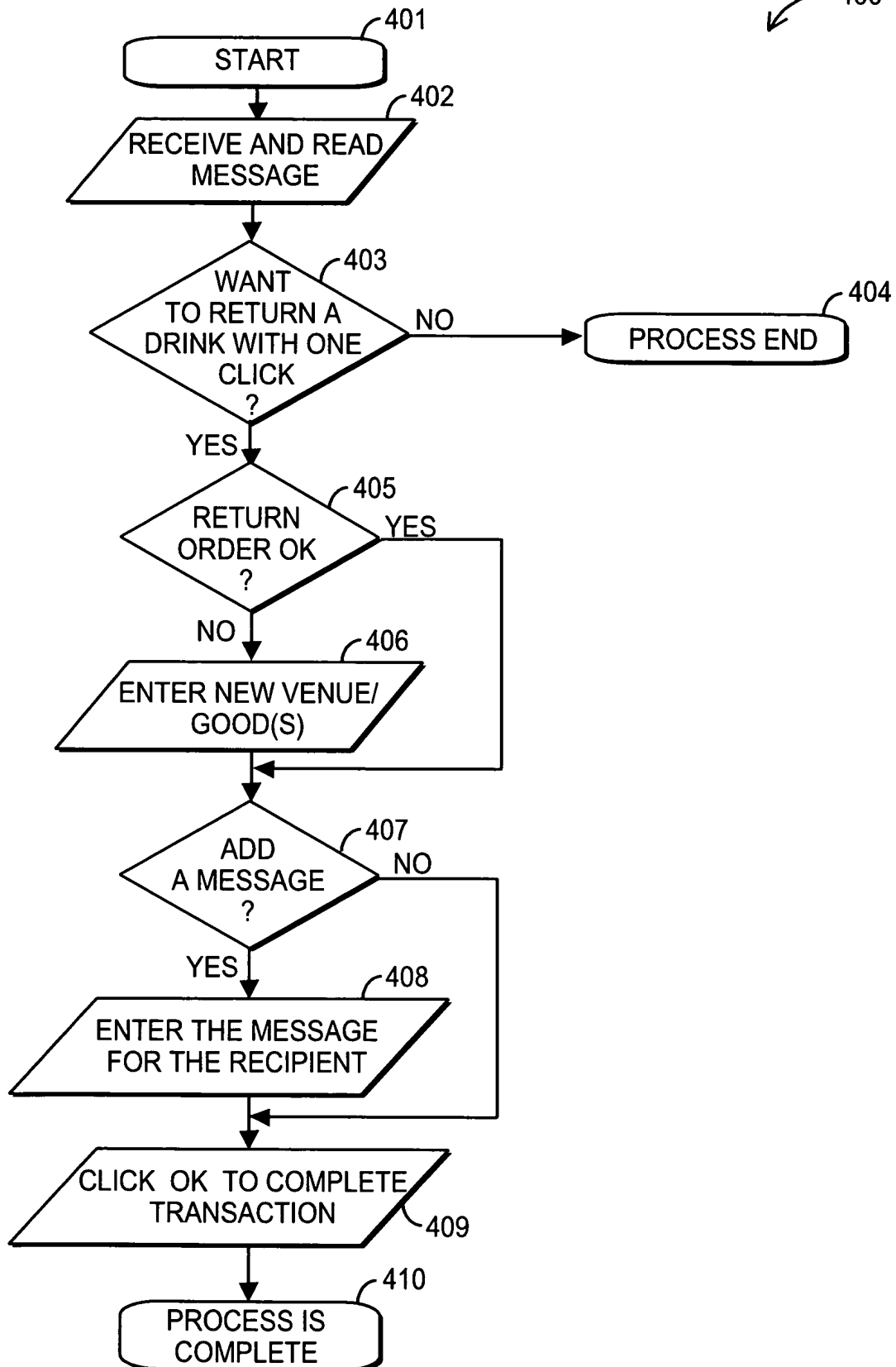


FIG. 5

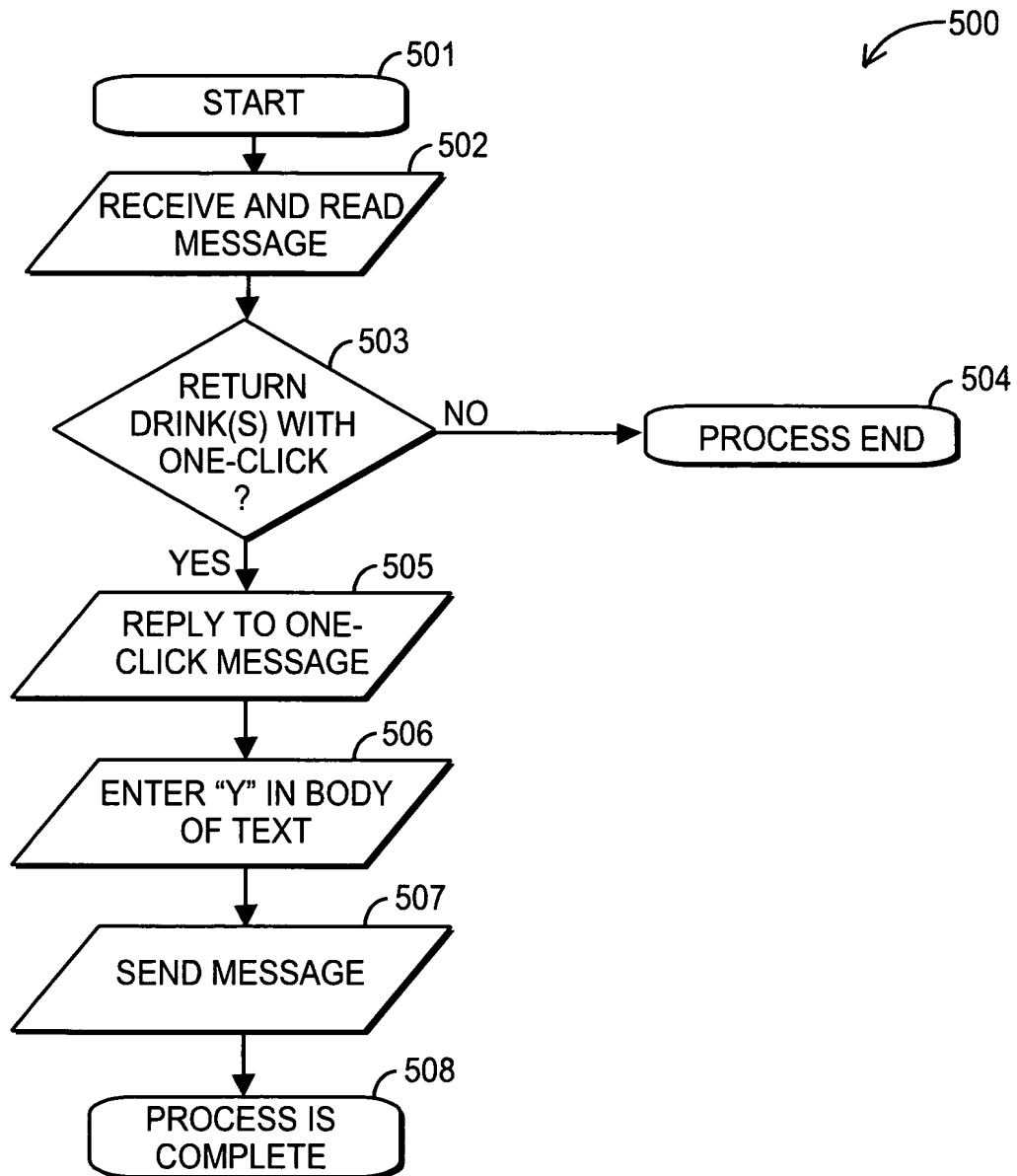


FIG. 6

600

home/logout		Account		Venue Directory		Make Purchase		Rewards		Friends		Claims	
<h2>MAKE PURCHASE</h2>													
Identify recipient <input type="text" value="Todd Silverstein"/>				Enter recipient's name in box or select from friends list <input type="text" value="todd@hotmail.com"/>				(optional) Hi Todd! Hope you are well and enjoy the drink! Buy one back! Aaron <input type="text" value="c:/images/f..."/> <input type="button" value="Browse"/>				Enter a message for the recipient or upload a media file	
Build your order <input type="text" value="blind tiger ale house"/>				Set venue name <input type="text" value="Search"/>				Schedule delivery (optional) <input type="text" value="2002-12-20"/> <input type="text" value="18:00"/> Enter date and time for delivery				Make order recurring (optional) <input type="text" value="days"/> <input type="text" value="7"/> Enter recurrence frequency	
<input type="text" value="heineken"/>				<input type="text" value="2"/>				<input type="text" value="Select goods and quantity"/>				<input type="button" value="Clear"/> <input type="button" value="Review/Confirm"/>	
contact: legal privacy													

FIG. 7

700

home logout		Home Venue Directory Make Purchase	
<h2 style="text-align: center;">MAKE PURCHASE</h2>			
<p>Identify recipient</p> <p>Enter recipient's name in box</p> <p>Todd Silverstein</p>		<p>(optional)</p> <p>Hi Todd! Hope you are well and enjoy the drink! Buy one back! Aaron</p> <p>Enter a message for the recipient or upload a media file</p> <p>c:/images/f... Browse</p>	
<p>Build your order</p> <p>blind tiger ale house</p> <p>heineken</p>		<p>Select payment details</p> <p>Aaron Whiteman</p> <p>542144784715547</p> <p>àsagatan 43, 112 34 stockholm, sweden</p> <p>Confirmation details</p> <p>aaron@hotmail.com</p>	
<p>Enter venue name to search</p> <p>Search</p> <p>2</p> <p>Select goods and quantity</p>		<p>Name as seen on credit card</p> <p>05/04 MC</p> <p>Enter credit card number, type, expiry date and credit card billing address</p> <p>Enter confirmation address</p>	
<p>Enter recipient's e-mail and/or mobile number in box</p> <p>todd@hotmail.com</p>		<p>Clear</p> <p>Review/Confirm</p>	
<p>contact: legal privacy</p>			

FIG. 8

800

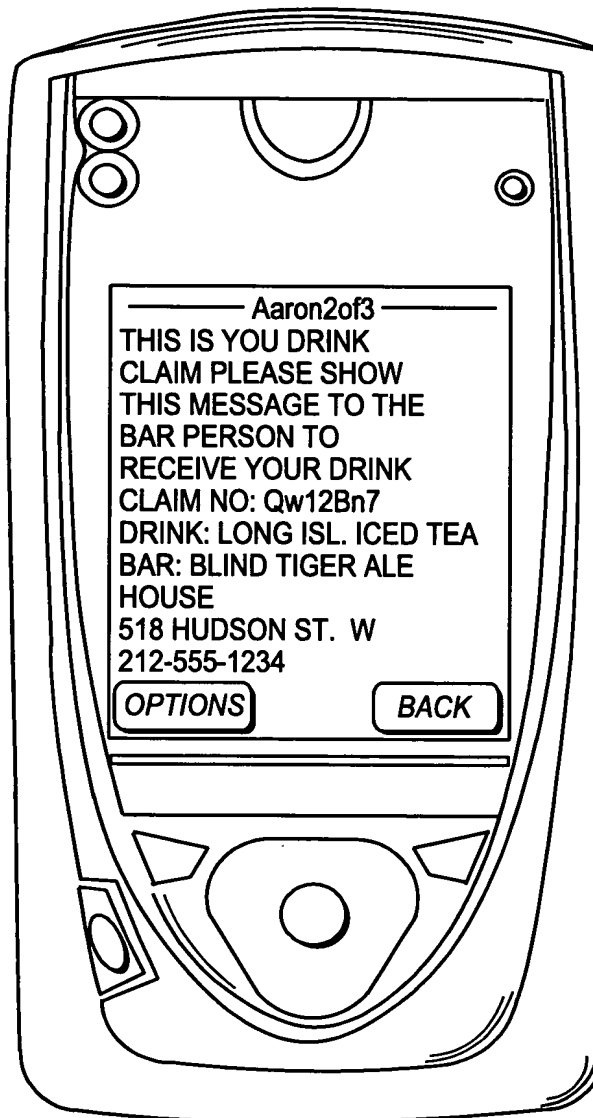


FIG. 9

900

Account

Venue Directory

Claims

Marketing

Contact Administrator

home|logout

VENUE DIRECTORY INFORMATION

Venue information (1 of 2)

Blind Tiger Bar

518 Hudson St.W

212-555-1234

blind@hotmail.com

www.blindtiger.com

Cosy and intimate bar with a good selection of ales and friendly staff

12:00 - 02:00 Daily

Hours of operation

Cancel

Continue

contact: legal | privacy

1000 ↙

FIG. 10

home|logout

Account

Venue Directory

Claims

Marketing

Contact Administrator

VENUE DIRECTORY INFORMATION

Venue information (2 of 2)

club

uncool

karaoke

reviews

Venue Category Information

heineken bottle

budweiser bottle

carlsberg bottle

john smiths

Goods/Pricing schedule

heineken bottle

budweiser bottle

carlsberg bottle

john smiths

club

uncool

karaoke

reviews

happy hour

live bands

ladies night

18:00 - 20:00

21:00 - 00:00

18:00 - 20:00

beer 1/2 price

daily

every Tues.

Free

21 +

Cover charge

Admissions/other policies

Back

Add good(s)

Add event

Save

contact: legal | privacy

FIG. 11

1100 ↙

home|logout

AccountVenue DirectoryMake PurchaseRewardsFriendsClaims

FIND A VENUE

Quick search

Search (free text)

Advanced search

new york

live music

happy hour

heineken

Venue location*

Venue category

Specials and events

Free text

*required

name, address

Views

3 of 3 results found

Blind Tiger Ale House	
518 Hudson St., (W 10th St.) NYC	details
212-555-1234	
Charlie's Bar	
179 West 13th, NYC	details
212-556-1256	
Divina bar and restaurant	
36 East 22nd, NYC	details
212-227-1245	

Search

contact: legal | privacy

FIG. 12

1200

Account

System Setup

User Management

Marketing

System Management

home/logout

Promotions | Create new promotion | Data Mining

Push Campaign | Reward

CREATE SURVEY

survey

▼

Create

General information

Christmas Drinks

Survey title

2002-12-01

Survey start date

2002-01-01

Survey close date

10

per question

▼

Reward points

Target profile (optional)

Xmas

M,21-23, USA, Beer

Edit

Dear user, this is a survey to all of you having a few drinks this Christmas.

Survey text (text to user asking for participation)

20

Number of prizes (optional)

You could be the proud owner of the new apple iPod.

Enter prize description

(optional)

c://images/f...

Browse

Sponsor logo

Clear

Continue

contact: legal | privacy

FIG. 13

1300

Account

System Setup

User Management

Marketing

System Management

home|logout

Promotions | Create new promotion | Data Mining
Push Campaign | Reward

CREATE SURVEY QUESTIONS

Current survey questions

Adding question 11

Question label
Rudolf

Question text
Do you prefer rudolf or dasher?

Encoding type
encoded list

How many items in the list?
2

Encoding 1
rudolf

Encoding 2
dasher

Cancel Save

contact: legal | privacy

1. How much money will you spend on going out this Christmas?
2. Will you be spending Christmas away this year?
3. Do you think you will buy alcohol as any presents this year?
4. What is your favorite drink during the Christmas period?
5. Do you stock up alcohol for the holiday period?
6. How many people will you celebrate Christmas day with?
7. Do you make any traditional drinks during the holidays?
8. Is Christmas a religious event for you?
9. What would be your dream Christmas present?
10. Which date do you celebrate Christmas?

FIG. 14

Account		System Setup		User Management		Marketing		System Management	
home/logout		Promotions Create new promotion Data Mining Push Campaign Reward							
PREVIEW (as seen by user)									
Dear Todd,									
Many thanks for taking the time to complete this survey. Upon completion of the questions and submission, we will credit your account with 20 credits which you may use on future purchases.									
Many thanks!									
1. How many drinks do you consume a week?									
2. Where will you spend your Christmas vacation?									
3. How much do you spend on drinks a week?									
4. What time do you normally go out?									
5. What drink is your favorite drink?									
6. Do you want additional information from us?									
<div>Back</div>									
contact: legal privacy									

FIG. 15

1500

home\logout		Account		Marketing		Contact Administrator	
		Promotional		Create new promotion		Push campaign Reward	
<h1>CREATE REWARD</h1>							
Sir Drinkalot		Program name (internal)		2002-12-01		Reward posting date	
Winter special		Reward name		2002-12-31		Reward close date	
Get your handcrafted glogg glass!!!		Reward description		club		Category class	
c://photo/glog		Browse		brewery		Company class	
Beer trading Inc.		Reward offered by		28		Points required to redeem the reward	
c://images/lo..		Browse		Credit user/Debit 3		Service choice	
				Clear		Save	
contact: legal privacy							

FIG. 16

1600

home/logout		Account		Marketing		Contact Administrator	
				Promotional Create new promotion		Push campaign Reward	

CREATE PUSH CAMPAIGN

Sir Drinkalot	Campaign name (internal)	message	Campaign category
drinks male, 35-40, USA	<input type="button" value="Edit"/>	welcome to the new drinks campaign from c://images/lo..	Campaign text - enter text and/or cut-and-paste html or upload graphics
<input type="button" value="Estimate cost"/>	Estimate cost of campaign	<input type="button" value="Set return address"/>	Campaign result will be processed as: url or info included in message body
\$25,000	Set campaign cap	Sir@drinksalot.com	Email/URL
2002-12-01	Set delivery date		
one time	Set frequency		
HTML e-mail	Campaign type		

<input type="button" value="Cancel"/>	<input type="button" value="Clear"/>	<input type="button" value="Preview"/>	<input type="button" value="Save"/>
---------------------------------------	--------------------------------------	--	-------------------------------------

contact: legal | privacy

FIG. 17

1700

home/logout

AccountMarketingContact Administrator

Promotional | Create new promotionPush campaign | Reward

BUDGET TARGET PROFILE

Select Variables

designer brands

- sunglasses

- footwear

- watches

- clothes

- surfwear

- personal media

age

- 20 - 30

- 31 - 40

gender

- female

- male

country

- sweden

sunglasses

oakley

police

addidas

rayban

nike

gucci

mad dog

polaroid

Add>>

<<Remove

Profile

designer brands

- sunglasses

- oakley

- mad dog

Estimated record matches: 14,909

Number of parameters chosen: 1

Estimated campaign cost: \$14,909

Cancel

Clear

Save

contact: legal | privacy

FIG. 17a

1710

CAMPAIGN NAME: GUAVA		WHAT <input type="radio"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
WHO INTERNAL: PROFILE CONSTRUCTION TARGET PROFILE: NEW YORK RESIDENT FEMALE SEX ADDICTS RESPONDED TO CAMPAIGN: SIDEWINDER ESTIMATED TARGET SIZE: 2000 COST PER TARGET: \$2.26 (\$4,520.00)		MISSING 1WAY 2WAY ENCODED USE DURING REDEEM AT WHAT BROADCAST BROADCAST FORM PURCHASE VENUE COUPON COUPON	
SUBGROUP EDIT		3 QUESTION SWEEPSTAKES WITH SYSTEM COUPON AS PRIZE EDIT	
WHEN DATE RANGE START DATE: 07/14/2003 END DATE: 08/14/2003 EDIT		2 WAY BROADCAST: MATCH - YES MATCH - NO MATCH2 - YES MATCH2 - NO SMS,E-MAIL,MMS SMS,E-MAIL,MMS SMS,E-MAIL,MMS SMS,E-MAIL,MMS RESP: INTERNAL RESP: INTERNAL RESP: INTERNAL EVALUATE: "sea" EVALUATE: "with" EVALUATE: "Do it OR "guava" Todd" OR "Groovy" again"	

FIG. 17b

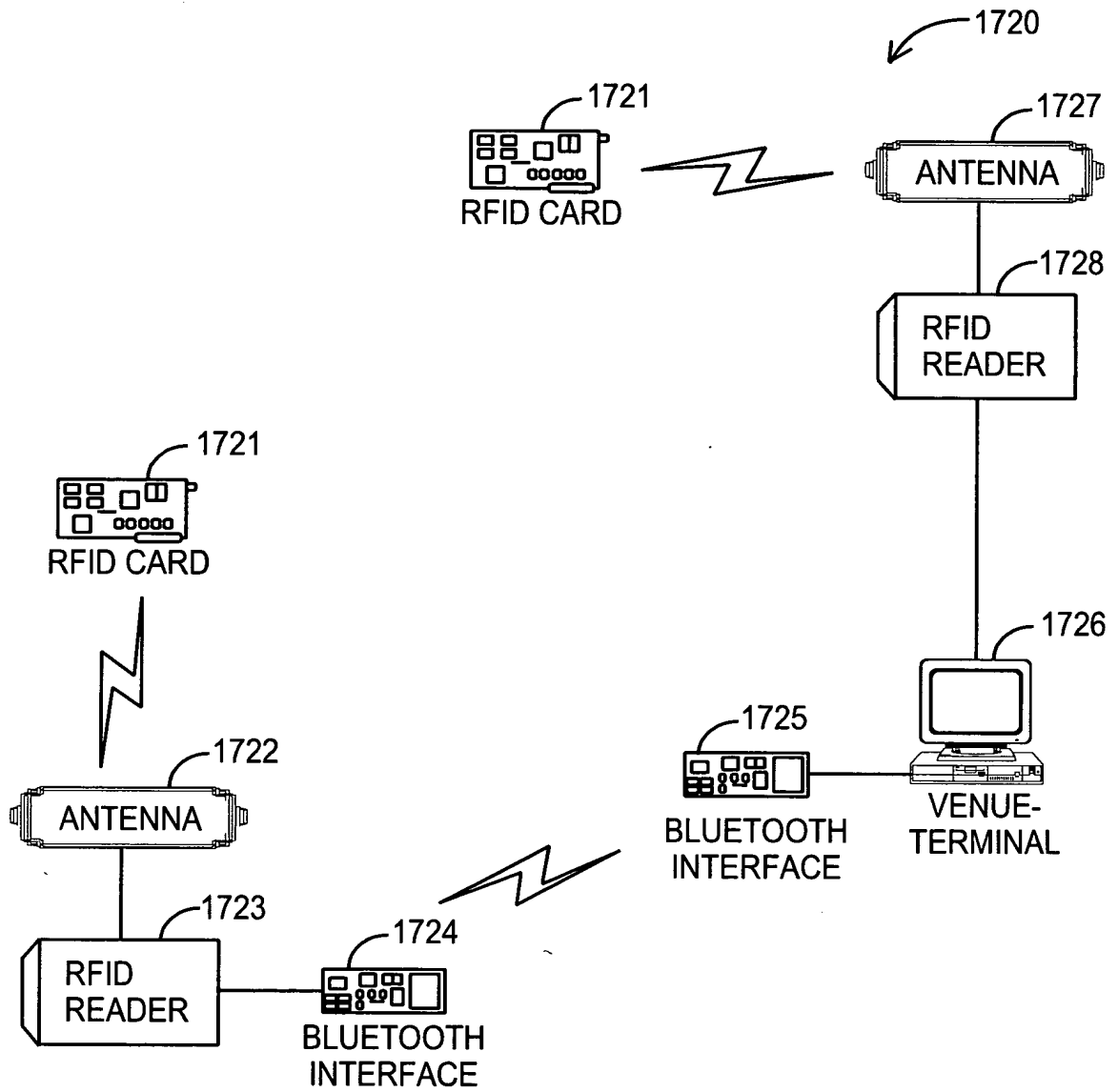


FIG. 18

1800

Account

System Setup

User Management

Marketing

System Management

home|logout

Current Administrators | Add New Administrator

EDIT ADMINISTRATOR DETAILS

Current administrators

Johan Johansson
Aaron Whiteman
Todd Silverstein

Change details

johnjohansson

Username

Enter current password

Enter new password

Confirm new password

Cancel

Delete

Save

contact: legal | privacy

FIG. 19

1900

Account

System Setup

User Management

Marketing

System Management

home|logout

Current Administrators | Add New Administrator

ADMINISTRATORS

Current administrators

Johan Johansson

Aaron Whiteman

Todd Silverstein

Back

Delete

Edit

Add new

contact: legal | privacy

FIG. 20

<div>AccountSystem SetupUser ManagementMarketingSystem Management</div>			
home/logout			
<div>SYSTEM SETUP</div> <p>Sytem setup includes features for establishing the system's initial structure and operating parameters. Once the system has gone live, most of the setting will be permanent and no changes will be allowed. To access any of the features below, please select the contact link.</p> <div>Interface</div> <div>Design of user registration</div> <div>Reward encodings</div> <div>Design of distributed directory listing</div> <div>System parameters</div>			
contact: legal privacy			

FIG. 21

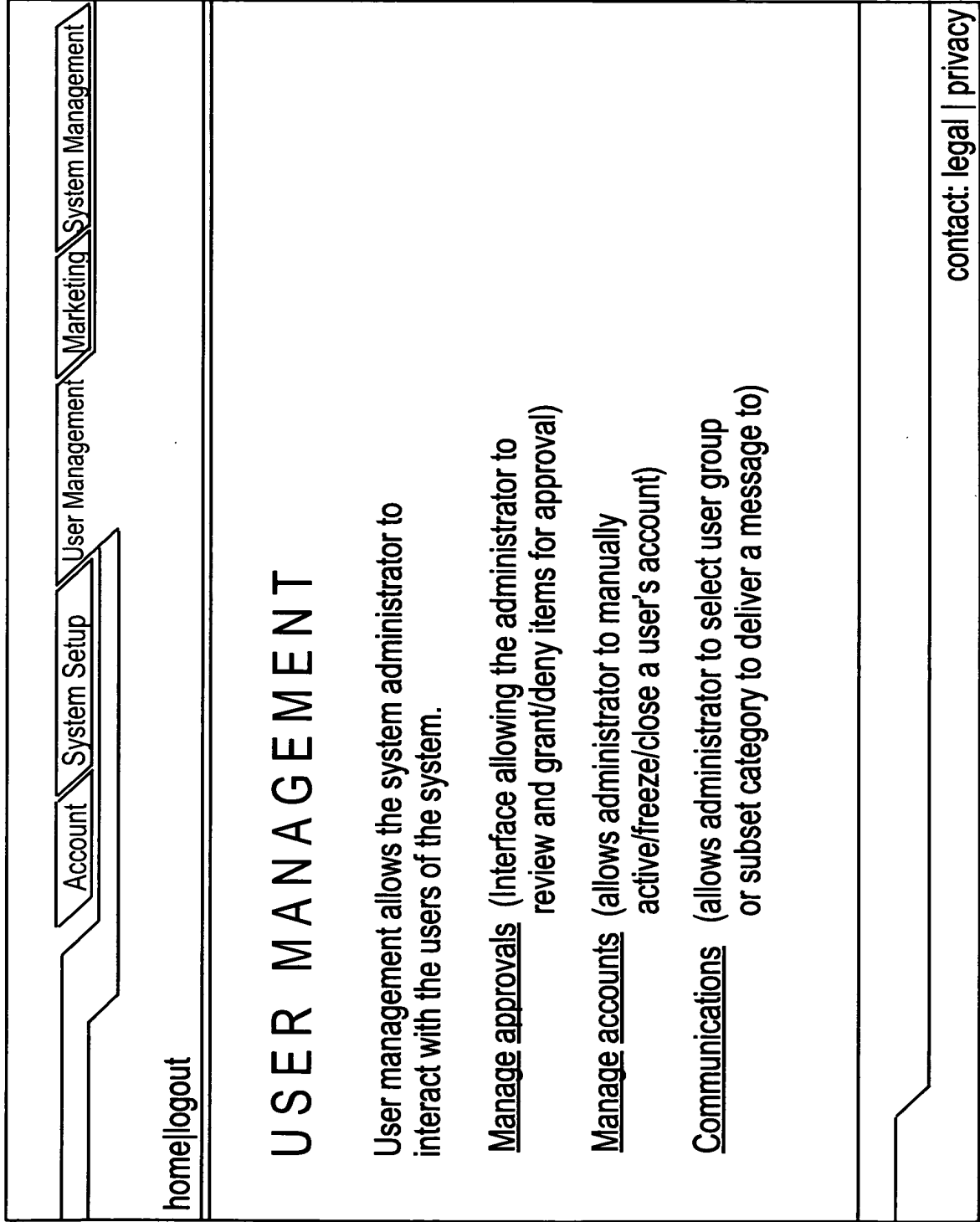


FIG. 22

<div>AccountSystem SetupUser ManagementMarketingSystem Management</div>			
home/logout			
<div>SYSTEM MANAGEMENT</div> <div>System management tools functionally includes tools for managing/monitoring the system. To use any of the tools, please following the link below.</div> <div>System monitoring/maintenance</div> <div>Scaling/Load balancing</div> <div>Performance reports/testing</div>			
contact: legal privacy			

FIG. 23

2300

home

Venue Directory

Make Purchase

home|logout

WELCOME!

username

password

☐ Remember me

Register

venue search

make purchase

login

search

tell me more

contact: legal | privacy

FIG. 23a



FIG. 24

2400

<div>Account</div> <div>Venue Directory</div> <div>Make Purchase</div> <div>Rewards</div> <div>Friends</div> <div>Claims</div>	
home logout	
Profile Payment	
PROFILE	
Name:	<input type="text"/>
Username:	<input type="text"/>
Pasword:	<input type="text"/>
Messaging address (primary):	<input type="text"/>
Messaging address (secondary):	<input type="text"/>
Messaging address (other):	<input type="text"/>
<div>Back</div> <div>Edit</div>	
contact: legal privacy	

FIG. 25

2500

Account

Venue Directory

Make Purchase

Rewards

Friends

Claims

home/logout

Profile | Payment

EDIT PAYMENT INFORMATION

Credit card details

5521 4415 5487 6589

Credit card number

04/03

MC

Expiry date and card type

Aaron Whiteman

Name on card

åsagatan 43, 112 34
stockholm, sweden

Billing address

☒ Set as primary

5521 4415 5487 6589

4269 **** 4521

Cancel

Save

contact: legal | privacy

FIG. 26

2600

PURCHASE

VENUES

MY FRIENDS

MY ACCOUNT

LOGOUT TODD LIGHTNINGROD

TODD LIGHTNINGROD

OPEN CLAIMS

received

purchased

date	order	total	status
020504	3 mapleleaf, Alcazar	234 SEK	received
030404	1 beer	50 SEK	purchased

resend

print

delete

ORDER HISTORY

date	order	recipient
300404	1 martini, Berns hotel	Aaron Whiteman
250404	2 Mai Thai, Bongo	Lisa Stace
200404	3 beer, Lydmar Hotel	multiple
180404	1 martini, Grand Lobby	Gustav Ressie
020404	multiple	multiple
160304	1 martini, Berns hotel	Owen Little

total

80 SEK

150 SEK

115 SEK

80 SEK

946 SEK

80 SEK

COUPONS

description	condition	value
2 for 1 heineken any bar		50% o.p.
1 free beer	at Anno 1647	45 SEK

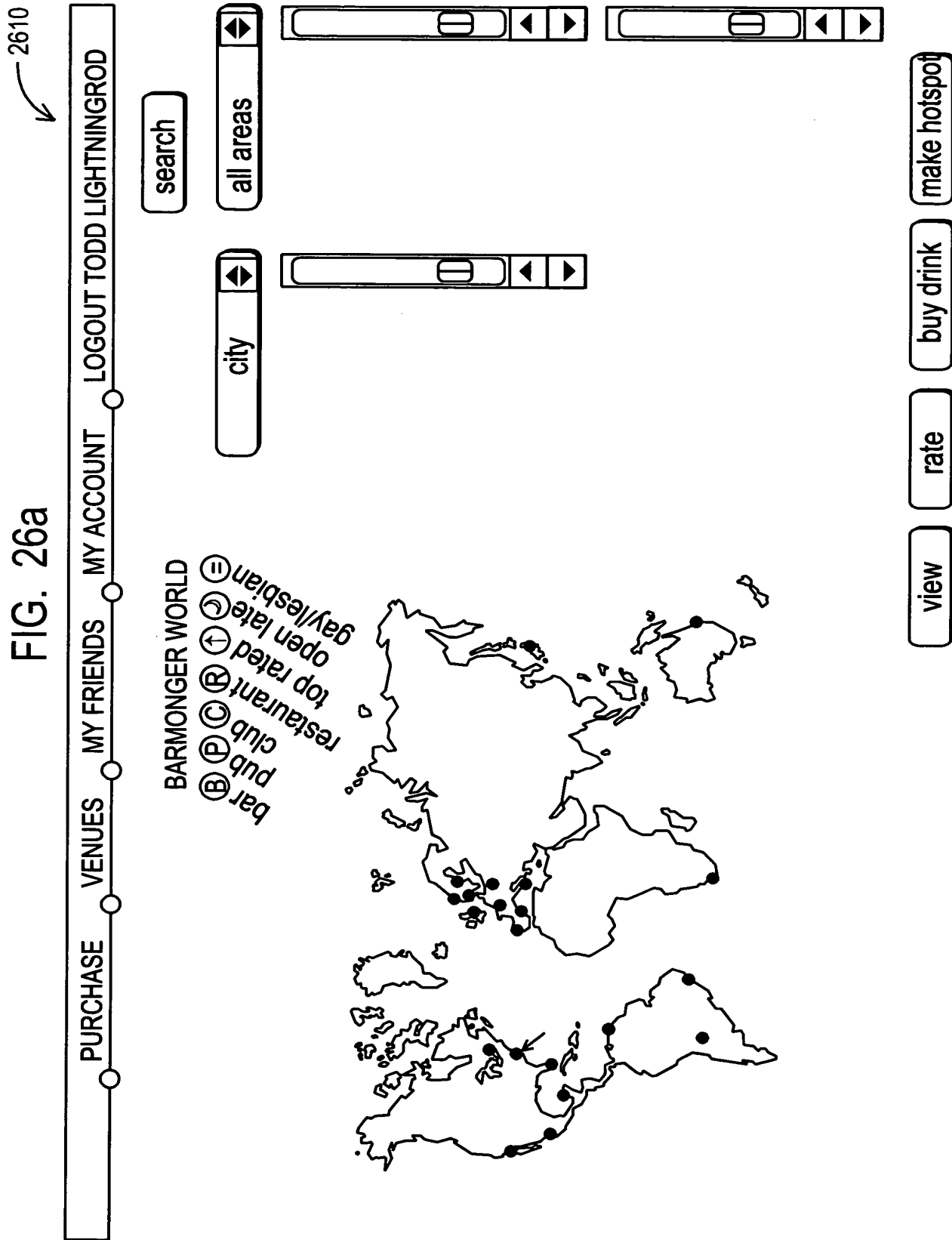
use

delete

use as template

done

FIG. 26a



2620



2630

FIG. 26C

PURCHASE

VENUES

MY FRIENDS

MY ACCOUNT

LOGOUT TODD LIGHTNINGROD

search

New York

Acapulco

Armageddon club

Atmosphere

Apocalypse bar

Barabas

Brown bed bar

Chaos club

Cracklab

Dig

Dreamland

Eclectic club

Esmerized

L east side

Beer

Cosmopolitan

Dagens

Manhattan

Margararita

Metropolitan

Pina Colada

Red wine,glass

Red wine,bottle

White wine, glass

White wine,bottle

NEW YORK, LOWER EAST SIDE

bar
pub
club
restaurant
top rated
open late
gay/lesbian

Description

Atmosphere: club, top rated

Canal St. 254, Manhattan, NY 11200

T:+1 719 435 7601; H:M-ST 22-06

Atmosphere is a classic garage and house club.

view

rate

buy drink

make hotspot

2700

FIG. 27

Account

Venue Directory

Make Purchase

Rewards

Friends

Claims

home/logout

One-click | Hint-Hint | Friends list

EDIT ONE-CLICK SETTINGS

Favorite venue

Spy Bar, Stockhlom

Search

Favorite goods

Heineken

Cancel

Save

contact: legal | privacy

FIG. 27a

2710

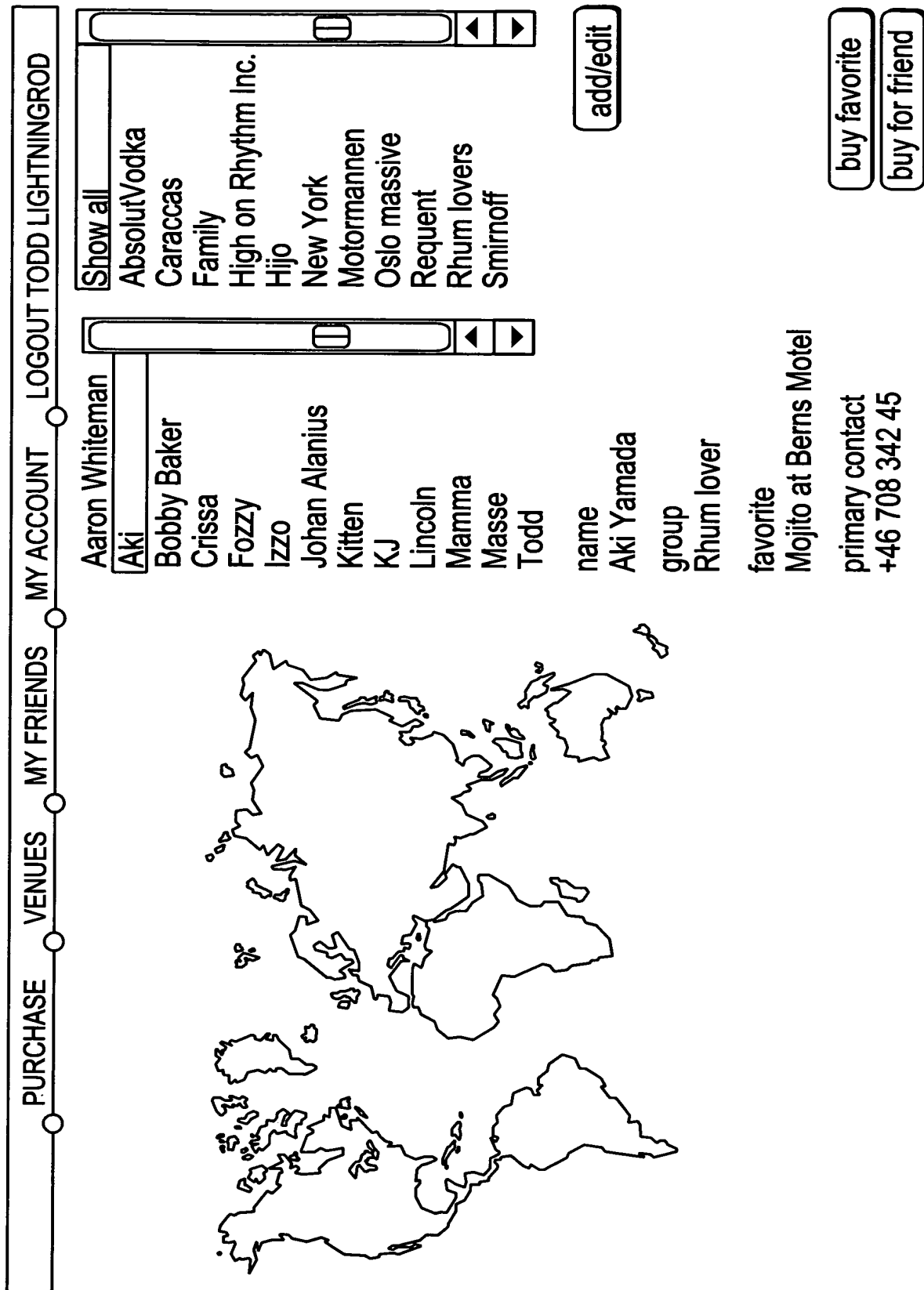


FIG. 27b

2720

PURCHASE

VENUES

MY FRIENDS

MY ACCOUNT

LOGOUT TODD LIGHTNINGROD

MANAGE FRIENDS

first

last

mobile phone

e-mail

group

ok

MANAGE GROUPS

group name

friends

ok

show all

Barcelonas

Requent

Hijo

High on Rhythm Inc.

Caraccas

Absolut Vodka

Smirnoff

Family

New York

Rhum lovers

Oslo massive

edit

remove

edit

remove

done

FIG. 28

2800

Account

Venue Directory

Make Purchase

Rewards

Friends

Claims

home/logout

One-click | Hint-hint | Friends list

ADD EVENT

Event settings

anniversary

▼

Event type

Don't forget our wedding anniversary!

Reminder message

Spy Bar, Stockholm

Venue

Heineken

Goods

2002-12-14

Send date

weekly

Make recurring

Event recipients (from friends list)

Todd Silverstein

Mark Tierney

Zaheed Haque

Johan Jonsson

Add>>

<<Remove

Todd Silverstein

Zaheed Haque

Cancel

Clear

Save

contact: legal | privacy

FIG. 28a

2810

PURCHASE ○ VENUES ○ MY FRIENDS ○ MY ACCOUNT ○ LOGOUT TODD LIGHTNINGROD

friend

group

make recurrent ☒ yes ☐ no

ACTIVE HINTS

hint	event	date	send	recurrent
Viktor Jimenez	new year	31/12	on date	no
Theodor Khalifatidis	my birthday	12/2	on date	yes
Svunko Souvtaxi	my birthday	25/10	on date	yes
Sugar Pie	our anniversary	10/3	three days before	no

2900

FIG. 29

home/logout

Account

Venue Directory

Make Purchase

Rewards

Friends

Claims

One-click | Hint-hint | Friends list

EVENTS SCHEDULE

Event	Venue/goods	Date	Status
Birthday	Riche/Bottle of wine	2002-09-12	Open
Anniversary	Window Ban/Heineken	2002-09-09	Open
Weekend	Seaside/Manhattan	2002-09-01	Open
Christmas	Sturehof/Carlsberg	2002-12-23	Open
New Year	Atlantic Bar/Champagne	2002-12-31	Open
Soccer game	Blue Moon Bar/Gin tonic	2002-08-12	Open

Back

Add event

contact: legal | privacy

3000

FIG. 30

home|logout

AccountVenue DirectoryMake PurchaseRewardsFriendsClaims

One-click | Hint- hint | Friends list
Settings | View friends list

VIEW FRIENDS LIST

View and delete friends

Todd Silverstein

Mark Tierney

Zaheed Haque

Johan Jonsson

◀

▶

Edit friend

Mark Tierney

Name

mark@hotmail.com

Address

guinness

Favorite goods

wirströms pub

Favorite venue

Cancel

Delete

Clear

Save

contact: legal | privacy

FIG. 31

3100 ↙

Home		Venue Directory		Make Purchase	
home					
REGISTRATION					
User info.					
Username		aaronwhiteman			
Password		*****			
Confirm password		*****			
Payment info. (optional)		5521 4568 4589 2234			
Expiry date and card type		04/03 MC ▼			
Name on card		Aaron Whiteman			
Billing address		àsagatan 43, 112 34 stockholm, sweden			
<input type="checkbox"/> Save my details					
Purchase credit					
<input type="text" value="20"/>		Number of credits to purchase			
		Value in selected currency			
Contact info.					
<input type="text" value="aaron@hotmail.com"/>		E-mail (required)			
<input type="text" value="+46 777 555 123"/>		E-mail or Mobile (optional)			
Rewards registration (optional)		<input type="button" value="Register"/> <input type="button" value="Tell me more"/>			
One-click registration (optional)		<input type="button" value="Register"/> <input type="button" value="Tell me more"/>			
Referred from (optional)		<input type="text"/> Referral e-mail			
<input type="button" value="Cancel"/>		<input type="button" value="Submit"/>			
contact: legal privacy					

3200

FIG. 32

Home

Venue Directory

Make Purchase

homeRegister | Rewards Registration

REGISTRATION (1 of 3)

Opt-in settings

periodic surveys ▼Tell me more

☒ Sign me up

other offers ▼Tell me more

☐ Sign me up

How we contact you

aaron@hotmail.com ▼To which address

2 ▼Max. number of messages per week

couponsTell me more

☐ Sign me up

Back

Continue

contact: legal | privacy

FIG. 33

3300

home

Home

Venue Directory

Make Purchase

Register | Rewards Registration

REGISTRATION (2 of 3)

Demographic information

swedish

▼

Language

28

Age

sweden

▼

Country

manager

▼

Occupation

stockholm

State/County

\$46,000 - \$60,000

▼

Income

11234

Postal/Zip Code

Are you planning to switch jobs in the next six months?

no

▼

male

▼

Gender

Back

Clear

Continue

contact: legal | privacy

FIG. 34

3400

Home		Venue Directory	Make Purchase
home		Register Rewards Registration	
REGISTRATION (3 of 3)			
Interests			
slitz	Favorite magazines	ice hockey	Favorite sports
weekly	Frequency of drinking	hip-hop	Favorite music type
rent	Own or rent home	MTV	Favorite TV show
oakley	Favorite designer brand	breitling	Favorite brand of water
monthly	Frequency of going out	maserati	Favorite car
thailand	Favorite travel destination		
		Back	Clear
		Save	
		contact: legal privacy	

FIG. 34a

3410 ↙

PURCHASE

VENUES

MY FRIENDS

MY ACCOUNT

LOGOUT TODD LIGHTNINGROD

CONTACT

primary address/number

secondary address/number

WAP pin

cell phone

brand

model

STORED PAYMENT INFO

☒ VISA

☐ MC

☐ DI

☐ AMEX

cc

exp. date

street address

zip/postal code/city

country

PASSWORD

new password

confirm new password

OPT-IN SETTINGS

global

☒ on

☐ off

sent to

☐ primary only

☐ secondary only

☒ both

INSTANT RECIPROCITY SETTINGS

active profile

1

2

3

4

city

venue

item

PROFILE

occupation: plumber

income: 10 000 0 50 000 \$/year

planning to switch jobs: yes

own/rent home: own

frequency of going out: 3-5 days a week

favorite music: alternative, dance, rock

favorite magazine: Plumbers Digest

favorite TV show: Marineworld

favorite car: Volvo P1800

favorite sport\game

favorite travel destination: Stockholm

edit

claims/coupons

save changes

FIG. 34b

PURCHASE

VENUES

MY FRIENDS

MY ACCOUNT

LOGOUT TODD LIGHTNINGROD

TODD LIGHTNINGROD

EDIT PROFILE

occupation

income

- ☐ 0 -1000 \$/year
- ☐ 1000 - 10 000 \$/year
- ☒ 10 000 - 50 000 \$/year
- ☐ 50 000+ \$/year

are you planning to
switch jobs?

- ☐ yes ☐ no

own/rent home?

- ☐ own ☐ rent

frequency of going out

- ☐ everyday
- ☒ 3-5 days a week
- ☐ 1-2 days a week
- ☐ once a month
- ☐ never

favorite music

- ☒ alternative ☐ metal
- ☐ classic ☐ pop
- ☐ dance ☐ rock
- ☐ funk ☐ soul
- ☐ jazz ☐ I don't like music

favorite magazine

magazine

TV show

brand of watch

car

sport

travel destination

done

FIG. 35

3500

Home

home

REGISTRATION

User information

philbrowne

Username

Password

Confirm password

Contact info.

Phil Browne

Contact name

+44 207 883 5544

Contact phone number

phil@beer.com

Contact e-mail

Beer Trading deposit

Business name

Highfield Road 12.
London, W1K 2PJ

Business address

+44 207 883 0000

Business phone number

Payment info.

Beer Trading deposit

Account name

+44 207 883 5544

Account number

bt775439

EFT/swift number

Cancel

Submit

contact: legal | privacy

FIG. 36

3600

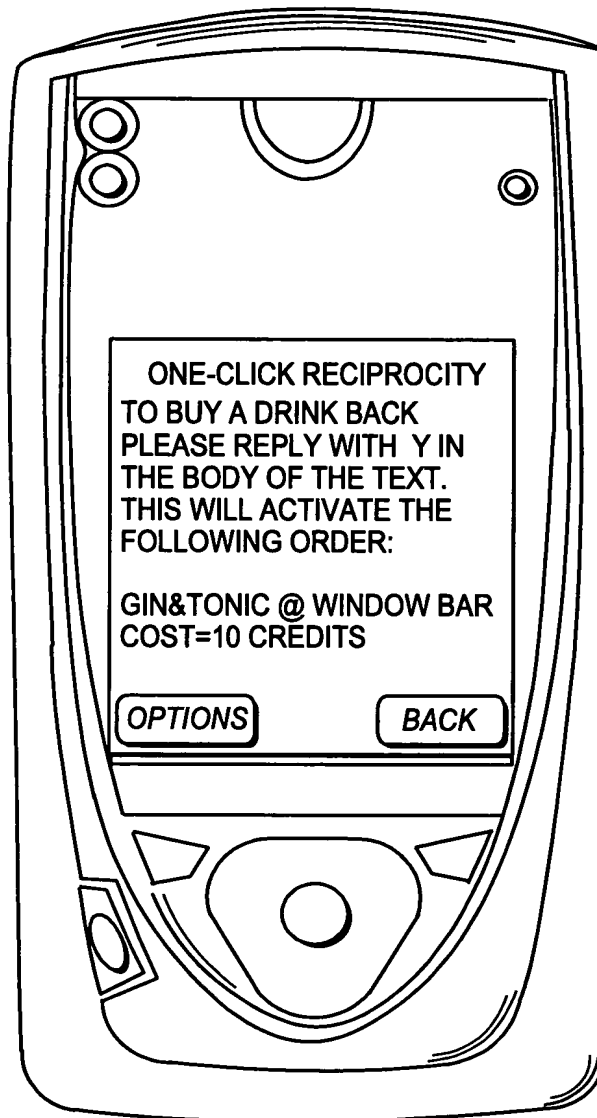


FIG. 37

3700

